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Business

Yoong Tong Thai Restaurant

bringing the taste of Bangkok to Northborough

By Ken Powers Community Reporter

Address: 278 Main St., Northborough

Background: About 10 years ago, Thailand native Panida Sahasakmontri, sister Ta and brothers Tom, Thom and Kob, decided they wanted to bring the taste and flavor of downtown Bangkok to town and opened Yoong Tong, which means "Golden Peacock." Since opening, they have added, by popular demand, sushi to the menu. Yoong Tong has developed a devoted core of diners, especially at lunch when the crowd includes town officials, employees from high-tech firms in town and members of the Police Department.



(l to r): Yoong Tong customer Scott Bingham sits with co-owner Ta Sahasakmontri in a booth under the famed "Golden Peacock" for which the restaurant was named.

What motivated you to open your restaurant? "We love to eat," Ta said.

Why did you choose this business? "We know about good food. The subtle flavors, slow cooking, what dishes go well together and complement each other." **Question most often asked by customers:** "Is it authentic?"

Answer to most-asked question: "Our menu is completely authentic, the recipes having been brought with us from Bangkok when we moved to America."

Most popular menu items: "The desserts - black sapphire rice pudding, fried bananas and mango with sticky rice."

What would you like people to know about Yoong Tong? "That we will deliver to your home or business and that we also offer a full catering service."

The key to success is: "Using good, fresh, high quality ingredients. We travel into Chinatown in Boston daily to pick out what we cook in our restaurant."

Most important lesson about running a business: "Be nice to your customers. Be happy to see them. Build a relationship with them. If you don't, another restaurant in town will, and then you'll never see them again. People go where they are wanted and welcomed. For more information regarding hours of service or to view the menu: log on to www.yoongtong.com.

Links

